

ORDER



Orders
Order / Rev: 714911
Alt Order #: 06324304
Product Desc: RENACCI FOR CONGRESS
Estimate: 3232
Flight Dates: 09/26/12 - 10/02/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Media & Advocacy Grp/ POI
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Jim Renacci for Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	21	\$48,750.00	\$41,437.50
10/01/12	10/02/12	9	\$6,800.00	\$5,780.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	21	\$48,750.00	\$41,437.50	0.00
October 2012	9	\$6,800.00	\$5,780.00	0.00
Totals	30	\$55,550.00	\$47,217.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/28/12	09/28/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	----F--	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$475.00		0.00			
2	WKYC	09/28/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$600.00		0.00			
3	WKYC	09/28/12	09/28/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$175.00		0.00			
4	WKYC	09/28/12	09/28/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$650.00		0.00			
5	WKYC	09/28/12	09/28/12	Fri Prime A Fri Prime A	CM	8-9p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
COMMUNITY/WHITNEY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	09/28/12	09/28/12	Fri Prime A Fri Prime A	CM	8-9p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
COMMUNITY/WHITNEY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,800.00		0.00			
6	WKYC	10/01/12	10/01/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$475.00		0.00			
7	WKYC	10/01/12	10/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$600.00		0.00			
8	WKYC	10/01/12	10/01/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$175.00		0.00			
9	WKYC	10/01/12	10/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$650.00		0.00			
10	WKYC	09/29/12	09/29/12	Sat Prime Other Sat Prime Other	CM	9-11p (9:00 PM-11:00 PM)	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
NBC PRIME RPTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$1,200.00		0.00			
11	WKYC	09/29/12	09/29/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$2,400.00		0.00			
12	WKYC	09/29/12	09/29/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					2	\$1,600.00		0.00			
13	WKYC	09/29/12	09/29/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
ET WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$650.00		0.00			
14	WKYC	09/30/12	09/30/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$2,400.00		0.00			
15	WKYC	09/30/12	09/30/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
CH3 SU MRN NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,400.00		0.00			
16	WKYC	09/27/12	09/27/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	---T---	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$475.00		0.00			
17	WKYC	09/27/12	09/27/12		CM	4p-5p	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 4-5p Ellen Degeneres															
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	---T---					1	\$600.00		0.00			
18	WKYC	09/27/12	09/27/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	---T---					1	\$175.00		0.00			
19	WKYC	09/27/12	09/27/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	---T---					1	\$650.00		0.00			
20	WKYC	09/27/12	09/27/12	Browns Football-NFL Net Browns Football - NFL Net	CM	Browns Football	---T---	:30	1	\$30,000.00	P-2	0.00	NM	1	\$30,000.00
NFL: CLE VS BAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	---T---					1	\$30,000.00		0.00			
21	WKYC	10/02/12	10/02/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-T-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-T-----					1	\$475.00		0.00			
22	WKYC	10/02/12	10/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-T-----					1	\$600.00		0.00			
23	WKYC	10/02/12	10/02/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-T-----					1	\$175.00		0.00			
24	WKYC	10/02/12	10/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-T-----					1	\$650.00		0.00			
25	WKYC	10/02/12	10/02/12	Tue Prime B Tue Prime B	CM	9-10p	-T-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
GO ON/NEW NORM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-T-----					1	\$3,000.00		0.00			
26	WKYC	09/26/12	09/26/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	--W----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	--W----					1	\$475.00		0.00			
27	WKYC	09/26/12	09/26/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	--W----					1	\$600.00		0.00			
28	WKYC	09/26/12	09/26/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	--W----					1	\$175.00		0.00			
29	WKYC	09/26/12	09/26/12		CM	5a-6a	--W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00

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WKYC

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				M-F 5-6a											
				Channel 3 News @ 5AM											
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	--W----			1			\$650.00		0.00			
													Totals	30	\$55,550.00